

GOVERNMENT OF ANDHRA PRADSH

ABSTRACT

Consumer Affairs, Food & Civil Supplies Department- Consumer Affairs – launching of web Portal <http://gama.gov.in> by the Government of India to serve as a central registrar for consumers / citizens to lodge complaints on grievances against misleading advertisements- Nomination of focal point for monitoring and taking remedial action on the complaints - Orders-issued.

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(CONSUMER AFFAIRS, FOOD AND CIVIL SUPPLIES (CS.II) DEPARTMENT)

G.O.MS.No. 9

Dated:29-04-2015

Read:

D.O.No.NIC-1101/4/2014- NIC-CA, dtd:23.03.2015, received  
From the Secretary, Ministry of Consumer Affairs, Food &Public  
Distribution,Dept. of Consumer Affairs , New Delhi.

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**ORDER:**

The Secretary, Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs , New Delhi, has stated vide reference read above that due to proliferation of new modes of e- commerce, multi- level marketing, direct selling and explosive growth of Multi Media Advertising, the problem of misleading advertisements and unfair trade practices has exacerbated in the recent years. To address the problem, the Department of Consumer Affairs, Government Of India has launched a Web Portal <http://gama.gov.in> on 18<sup>th</sup> March,2015 by the Minister for Food, Consumer Affairs and Public Distribution which will serve as a central registry for any consumer/citizen to lodge a complaint.

2. The Secretary, Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs , New Delhi further stated that an Inter-Ministerial Group has already been formed to take appropriate action on the complaints received and the State Governments are important players in taking preventive measures to address the problem of misleading advertisements and unfair trade practices and requested to nominate the Principle Secretary in charge of Food & Civil Supplies/ Consumer Affairs of the state of Andhra Pradesh as the focal point for the purposes of this initiative and the User ID and Password would be sent to the focal point for accessing the complaints relating to the state of Andhra Pradesh, for monitoring and taking remedial action on the complaints.

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3. Therefore, the Commissioner of Civil Supplies & Ex- Officio Secretary to Government, Consumer Affairs, Food and Civil Supplies Department, Government of Andhra Pradesh is hereby nominated as focal point for accessing the complaints of consumers / citizens made on grievances against misleading advertisements related to AP State through web portal. <http://gama.gov.in> for monitoring and taking remedial action on the complaints.

4. The Commissioner of Civil Supplies & Ex- Officio Secretary to Government, Consumer Affairs, Food and Civil Supplies Department, Government of Andhra Pradesh, shall receive the user Id and Password from the department of Consumer Affairs, Government Of India for accessing the web portal. <http://gama.gov.in> for taking further action.

( BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.Y.R. KRISHNA RAO  
CHIEF SECRETARY TO GOVERNMENT

To,  
The Commissioner of Civil Supplies & Ex- Officio Secretary to Government.,  
Consumer Affairs, Food & Civil Supplies Department, Government of  
Andhra Pradesh, Hyderabad.

The Secretary, Ministry of Consumer Affairs, Food & Public Distribution,  
Department of Consumer Affairs, Government of India ,New Delhi.  
Shri. Ashok Jain, Director (Publicity), Department of Consumer Affairs,  
Nodal Officer, Government of India, Krishi Bhavan, New Delhi.

Copy to:

PS to Secretary to Chief Minister.  
PS to Minister for CA, F&CS Dept. AP, Hyderabad,  
PS to Chief Secretary.  
Stock file/Spare.

//FORWARDED BY ORDER//

SECTION OFFICER